

DIAMONDS ARE NOT A LUXURY

THEY ARE A SAFE, A SURE INVESTMENT

Diamonds will never decrease in value, but gradually increase. Our stock contains many pieces of diamond jewelry, both in clusters and solitaires, that were purchased before the advance in prices, which enables us to sell you a diamond at the lowest price.

Our Monthly Payment Plan Enables Any Responsible Party To Own a Diamond

Mulford Jewelry Co.

JEWELERS—DIAMOND MERCHANTS

6 SOUTH MAIN ST.

STRIKE IS AVERTED.

LONDON, Aug. 15.—The threatened strike of locomotive engineers and firemen which would have disorganized the railway system of the whole country, has been averted for the week-end. The executive committee of the engineers and firemen today received from Sir Auckland Geddes, minister of reconstruction, a communication promising to communicate to the men Monday a new offer which the government is preparing.

Fulton Meat Market

Our beef comes from high-class, well-bred, well-fed, well-cared-for cattle. That's why it is so fine grained, so fine flavored and so tender. Once tasted our beef is always the standard by which others are judged. Try a roast or steak, then you'll know what good beef really is.

Chuck Roast 17½¢
Shoulder Clod Roast 35¢
Rump Roast 35¢
Rolled Rib Roast 40¢
Loin Pork Roast 17½¢
Brisket 22½¢
Spareribs 35¢
Pork Steak 40¢
Chuck Steak 25¢
Sliced Bacon 50¢
Mixed Sausage 20¢
Ground Beef 17½¢
Fresh Brains (2 sets) 25¢
Beef Liver 15¢
Spring Chickens 49¢

Dressed Hens, Springs, Lamb and Veal.
Second and Jefferson

Meet Me At Warnock's

Pure Cream ICE CREAM

Vanilla
Chocolate
Fresh Peach

Fresh Fruit Orangeade

Circle A Ginger Ale

Delicious Fruit Salad Sunday

On your way to the theater stop in and refresh yourself in our cool, comfortable, centrally located parlor—where perfect service accentuates enjoyment of our splendid delicacies.

The Drug Store Supreme

WARNOCK'S

Gayoso Hotel Fountain.

Why worry if the washer-woman never shows up? The Eden Washing and Wringing Machine will work for you for 1 cent an hour and do better work. No fuss, no worry, no extra meals, no disappointment. Easy to use as a Victrola.

Electric Novelty Company

129-125 MONROE AVE.

Phone Main 1038.

Sanitary Bedding Co., 221 McLemore.

Whapton Inn—Open June 1st. Ten houses for sale at Hardy, Ark. Lots for sale. Agents wanted. See Mr. Graves, 55 Madison. Let him tell you how to get two weeks' vacation at Whapton and all expenses paid. M. 661.

Old Mattresses Made New

for Dainty Sandwiches

Tak-hom-a-Biscuit

Stomach ills

Permanently disappear after drinking the celebrated Shiva Mineral Water. Positively guaranteed by money-back offer. Tastes fine; costs a trifle. Delivered anywhere by our Memphis agents. Oliver-Plante Co. Phone them.

Why worry if the washer-woman never shows up? The Eden Washing and Wringing Machine will work for you for 1 cent an hour and do better work. No fuss, no worry, no extra meals, no disappointment. Easy to use as a Victrola.

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DIVERSIFIED CROPPING URGED TO UTILIZE SOUTH'S FARM LABOR

The farm agent of the Bank of Jonesboro, Ark., C. O. Carpenter, will address the convention of the Cotton States Merchants' association here next week on the subject, "Why Your Bank Should Encourage Better Farming." Mr. Carpenter is a foe of the one-crop system in the South, declaring that it prevents the development of the South's farm labor, which he says is the South's greatest asset. The one-crop system only utilizes a small part of the energy of the farm labor, he states, the large part, both of men and horses, lying idle most of the year. He urges the use of diversified crops to utilize the labor of men and animals on the farm when they are not occupied with the cotton crop. "A full utilization of this farm labor through mixed farming will not only solve the labor shortage so common in our cotton-growing territory, but by increasing the acreage tilled by the average farm family it will add materially to the total gross and net income from farm crops."

PROFESSOR TO OKLAHOMA

HIPLEY, Miss. Aug. 15. (Sp.)—Prof. C. O. Carpenter, of the University of Mississippi, has been elected superintendent of the city schools at Tipton, Okla. Prof. Clark is a graduate of the University of Mississippi and is a well-equipped school man.

Alkali In Soap

Bad for the Hair

Soap should be used very carefully if you want to keep your hair looking its best. Most soaps and prepared shampoos contain too much alkali. This dries the scalp, makes the hair brittle, and ruins it.

The best thing for steady use is Mulford's coconut oil shampoo (which is pure and gentle), and is better than anything else you can use.

One or two teaspoonfuls will cleanse the hair and scalp thoroughly. Simply moisten the hair with water and rub it in. It makes an abundance of rich, creamy lather, which rinses out easily, removing every particle of dust, dirt, dandruff and excessive oil. The hair dries quickly and evenly, and it leaves the scalp soft, and the hair fine and silky, bright, lustrous, fluffy and easy to manage.

You can get Mulford's coconut oil shampoo at any pharmacy. It's very cheap and a few ounces will supply every member of the family for months.

Don't use cosmetics to hide skin trouble

Resinol

aids poor complexion

If your complexion is rough, red, or pimply, don't try to cover up the defects with cosmetics which do not conceal, but usually attract attention to the reason for their use. Begin today to clear your skin with Resinol Ointment and Resinol Soap.

This treatment not only cleanses the skin and enables it to breathe, but usually removes blotches, redness and roughness.

Ask your dealer for Resinol Soap and Ointment.

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Five Hundred Cars Wanted To Convey Merchants To Park

Wanted—500 automobiles for one hour.
Who will loan his car?
The Cotton States Merchants' association must have that many cars to carry about 3,000 delegates to their convention from the Hotel Chicago to Overton park next Wednesday afternoon at 4 o'clock.
Mr. H. H. Hurst, who has been charged with the duty of assembling these cars, has mailed out 1,000 requests for the loan of cars and has received a large number of favorable answers. But not enough.
He must have more cars, at least 500, and any one who is willing to help out is urged to phone Main 4592 and leave his name and address.
Mr. Hurst states that the cars will be used not more than one hour, as the idea of a parade has been abandoned and it will only be necessary to drive a carload of visiting merchants to the park when the job will be finished.

BURY COL. NEELY AT 4:30 FRIDAY AFTERNOON

Funeral rites will be performed for the late Col. H. M. Neely at the family residence, 221 North Broadway boulevard, at 4:30 o'clock Friday afternoon. The interment will be private at Forest Hill cemetery.

Col. Neely, Confederate veteran and prominent man of business, died Wednesday morning.

The Rev. C. H. Williamson, Ph. D., pastor of the First Presbyterian church, will conduct the services.

The active pallbearers, selected are:

J. P. Norfield L. D. Falls

William Metcalf James L. Canale

Poston Maury J. H. Craig

W. P. Phillips J. W. Gates

The following is the list of honorary pallbearers:

W. J. Crawford G. W. Macrae

Francis Fentress J. A. Omberg

Dr. E. C. Elliott W. H. Moore

M. E. Carter C. W. Metcalf

J. B. Beasley S. T. Carnes

J. P. Young S. R. Taylor

J. S. Robinson Dr. J. D. Towner

Daniel Latta Paul Dillard

B. J. D. McDowell

R. T. Pant C. J. Hanks

Dr. W. W. Taylor J. H. Malone

Thos. N. Hannah T. N. Rice.

DIRECTORS PICKED FOR STOCK YARD CO.

Following the ratification of a charter under which the Memphis Stock Yards company incorporated for \$200,000, the stockholders of the company selected a board of directors at a meeting held Thursday afternoon.

The directors are Frank D. Fuller, J. B. Snowden, Dr. Tait Butler, George B. Johnson, F. D. Gibson, C. D. Smith, F. N. Flager, C. J. Haase, D. M. Parker, W. W. Mallory, Eliza Goldsmith, J. T. Faragone, J. H. Hayden, D. M. Armstrong and J. B. Goodbar.

The company will operate the Memphis-Wyoming Stock Yards, which it has purchased and which will be extensively improved.

RAILROADS WILL PUSH SAFETY-FIRST IDEA

The officials and employees of the Memphis railroad are planning to enter heartily into the plans of the federal railroad administration for the national accident prevention campaign, to be conducted on all railroads in the United States Oct. 18-31.

All local railroads have well-organized safety first committees, which meet regularly to discuss dangerous practices and means of preventing accidents. Through these agencies the number of accidents among railway employees has been greatly reduced.

A safety first meeting will be held at Atlanta Aug. 27, at which there will be representatives from all over the Southern region to complete further plans for the drive.

Exceptional Dress Offerings

Saturday's offerings comprise a group of exquisitely designed dresses, possessing all the fashionable style details.

The Materials Are—

—Georgettes

—Taffetas

—Satin

—Foulards

—Georgette and

—Taffeta

Combinations

—Georgette and

Satin Combinations

Formerly Priced

to \$35

\$19.75

News of Rivers

River Bulletin.

Memphis, Tenn., Aug. 15, 1918.

Stage, Height, Chg. Fall.

Pittsburgh 22 8.0 +0.3 .00

Parkersburg 26 10.5 -0.4 .00

Cincinnati 50 12.1 +1.9 .00

Louisville 28 8.6 -0.5 .00

Knoxville 35 9.6 +0.5 .00

Nashville 49 7.6 -0.1 .00

Chattanooga 22 9.2 +0.1 .04

Johnsonville 29 9.7 +0.1 .00

Paducah 43 5.3 +0.3 .00

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This Store Is Open Every Saturday Night Till Nine-Thirty

Women's Silk Hose at 98c

These splendid Silk Hose come in plain and lace effect, and in white, black and colors; full assortment of sizes; \$1.50 value, at 98c a pair.



Women's \$1.75 Unions, \$1.25

Those new athletic style Union Suits of fine, plain white silk finished mull, shoulder strap or bodice style; \$1.75 value, at \$1.25 each.

There's No Trick About This Sale of Boys' School Suits

It's Just a Straightforward Open-and-Above-Board Reduction of

Up to \$10.00 Values

at \$5.95 and \$6.95

Anyone with boys to buy for—especially red-blooded, rollicking chaps who are hard on their clothes—will readily see the wisdom of buying their school outfits during this sale—TOMORROW.

Take another look at the headlines—"UP TO \$10.00 VALUES"—that's the regular price these Suits have been selling for THIS season, which is from \$2.50 to \$5.00 less than they are actually WORTH today.

There's about 200 Suits in the lot—sturdy fabrics in medium weights and colors, just right for Fall wear. Norfolk Coats and full cut and interlined Knickerbockers. The kind of suits smart boys like. Up to \$10.00 values—in two lots—\$5.95 and \$6.95.

BOYS' LEATHER BELTS—Manufacturers' samples of various kinds and styles in black, tan and gray; size 26 only, for boys up to 16 years; regular \$1.00 and \$2.00 values; on sale at, your choice 50c

BOYS' HATS AND CAPS—A big lot, including a great variety of shapes and styles, in desirable patterns and colors; this is a lot of Hats and Caps sold regularly at 75c and \$1.00; choice for 50c

BOYS' ODD COATS—We have about 50-odd Coats left from Summer Suits of various kinds that we wish to clear out quickly; sizes for large boys and small men; take your choice Saturday for \$1.00



New Fall Styles in Boys' Suits, Overcoats, Shirts, Sweaters, Caps, etc., Now Ready.

Saturday Toilet Goods Specials

Each Saturday we place on sale—AT EXTRA SPECIAL PRICES—a number of well-known standard Toilet Articles and Preparations. The prices named are for this Saturday only. Quantities are limited and no mail orders or C. O. D. orders can be filled at sale prices. THE PRICE CONCESSIONS ARE MADE TO BRING YOU INTO THE DEPARTMENT.

LYON'S TOOTH POWDER: regular 25c size; on sale, Saturday only, at 19c.

PALMOLIVE SHAMPOO: a liquid shampoo that is delightful; 60c bottle for 39c.

PAULIN'S EAU DE QUININE: HAIR TONIC, 60c bottle for 39c.

GLYCERINE AND ROSE WATER: a splendid summer lotion; 11c bottle for 9c.

NON-SP! DESTROYS ODORS OF perspiration; saves your clothes; 60c bottle for 39c.

JERGEN'S TOILET SOAP: rose violet or heliotrope; box of 3 cakes for 21c.

HUGHES' AUTOGRAPH TOOTH BRUSHES: soft medium orchard bristles; 50c value, 39c.

HEAVY RUBBER COMBS: fine or coarse teeth, or half and half; \$1.00 value for 79c.

FAULTLESS FOUNTAIN SYRINGES: a good 3-quart rubber syringe; worth \$1.25, for 89c.

Many a Time You'll Wish You Had Bought These Pumps and Oxfords



In This Sale at \$5.00 Actual Up to \$15.00 Values

In a couple of months you'll be saying to yourself: "If I only knew I'd have bought several pairs." But regrets won't help any—the thing to do is to buy them—NOW—while you can.

There's just 500 pairs left and they're the finest Shoes it is possible to make. Pumps, Colonials and Oxfords—more than a score of styles—patents, brown and dull black kid—high and low heels—sizes are badly broken, but you'll likely find yours in some style; up to \$15.00 values for \$5.00. (No mail orders, no C. O. D.'s, none taken back or exchanged.) Every sale must be final.

If You Visit Our Basement Shoe Store Saturday You Can Buy

\$4.50 Women's and

Growing Girls' Boots

at \$2.95 Pair

The big sales we've just concluded have cleared our basement—"slick as a whistle"—of Summer Shoes. And now—in order to stimulate buying of Fall Footwear—we place on sale 300 pairs Women's and Growing Girls' Shoes at a smashing bargain price.

Lace and button styles of black gunmetal calf, some of them with cloth top; solid leather soles; low and medium heels; sizes 2½ to 6½; good looking, good wearing \$4.50 shoes for \$2.95. Start the new season with a pair. (Basement.)

Additional Basement Bargains

WOMEN'S LINGERIE WAISTS—Women's dainty Lingerie Waists of crisp voile and organdy, in white and colors; tailored and lace trimmed styles; regular \$1.75 to \$1.50 values for 98c